

PHILIP MORRIS U.S.A.  
SHORT RATE ANALYSIS

Initials \_\_\_\_\_ Date \_\_\_\_\_  
Prepared By PM 7/12/53  
Approved By

Contracts Ending July 18-August 15, 1983.

STATE	NEWSPAPER	CONTRACT ENDING	CONTRACT LEVEL	CURRENT LINEAGE	# PAGES NEEDED	COST/PAGE CONTRACT	COST TO FULFILL	COST/PAGE LOWER LEVEL	DIFFERENCE PAGE	TOTAL SHORT RATE	DIFFERENCE
N.Y.	Home Sentinel*	7/31/83	26	29,4							
	1K-C										
Fl.	Ft Lauderdale Sun Sentinel/Nurs.	7/31/83	56,000 li	48,135 li	165 li.	(per page)	(per page)				
	3K-A					(fulfilled)					
Ga.	Gifton Gazette	7/31/83	13	8	5	594.78	2,973.90	610.43(1)	15.65	151.65	
	3H-D							581.67(7)	15.17	106.17	
										121.84	
										2,852.06	
										(95.9%)	
N.H.	Dover Foster's Democrat	7/31/83	26	19 > 21	5	805.93	4,029.65	853.34(15)	47.41	711.15	
	1B-B			21				800.84(6)	66.91	401.46	
										1,126.1	
										2,917.04	
										(72.4%)	
W.V.	Clarksburg Evening Telegraph	7/31/83	26	12	14	1,067.64	14,946.96	(68)		344.40	
	2H-B							1,125.04(6)	57.40	103.32	
								1,012.54(2)	51.66	196.56	
								963.14(4)	49.14	644.28	
										14,302.	
										(95.7%)	
	NOT RECOMMENDED to fulfill	13	12	1							
	1882882331										
	204068202										
*	Does NOT allow for later (up to 13x level)										
										715.50	
										(64.9%)	
										102.08	
										1,488.66	

NOT RECOMMENDED to fulfill 13

2040682331

\* Does NOT allow mutations (e.g., T-Rex)